

Obendorf Hop, Inc.  
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Dear Congressman Otter,

For your information, all hop growers in the State of Idaho are opposed to the proposed federal hop marketing order. Idaho hop growers share the concern of the rest of the industry about the current state of the U.S. hop industry. We do not, however, agree with the diagnosis of a solution to the problem as set forth in the proposed Marketing C

In our view, the current, painful situation is the result of structural changes in the industry brought on by recent technological advances in hop growing, processing and utilization at breweries, which have resulted in a dramatic shock to the industry's previous assumptions with regard to supply and demand both for hop growers and brewers.

We think that the current state of affairs, though difficult and disruptive, can and will be corrected by the unfettered action of the market, and we view the proposed marketing order as, at best, a short term, artificial, stop-gap measure that will only postpone the industry's long-term need to adjust to the new market situation.

We believe the market is working, and by allowing it to work, is the shortest, least painful path to a solution. We believe, therefore, that the adoption of this marketing order would be counterproductive, and we vigorously oppose this or any other proposal that would seek to regulate the free and unfettered flow of hops to the market.

Best regards,

  
Greg Obendorf